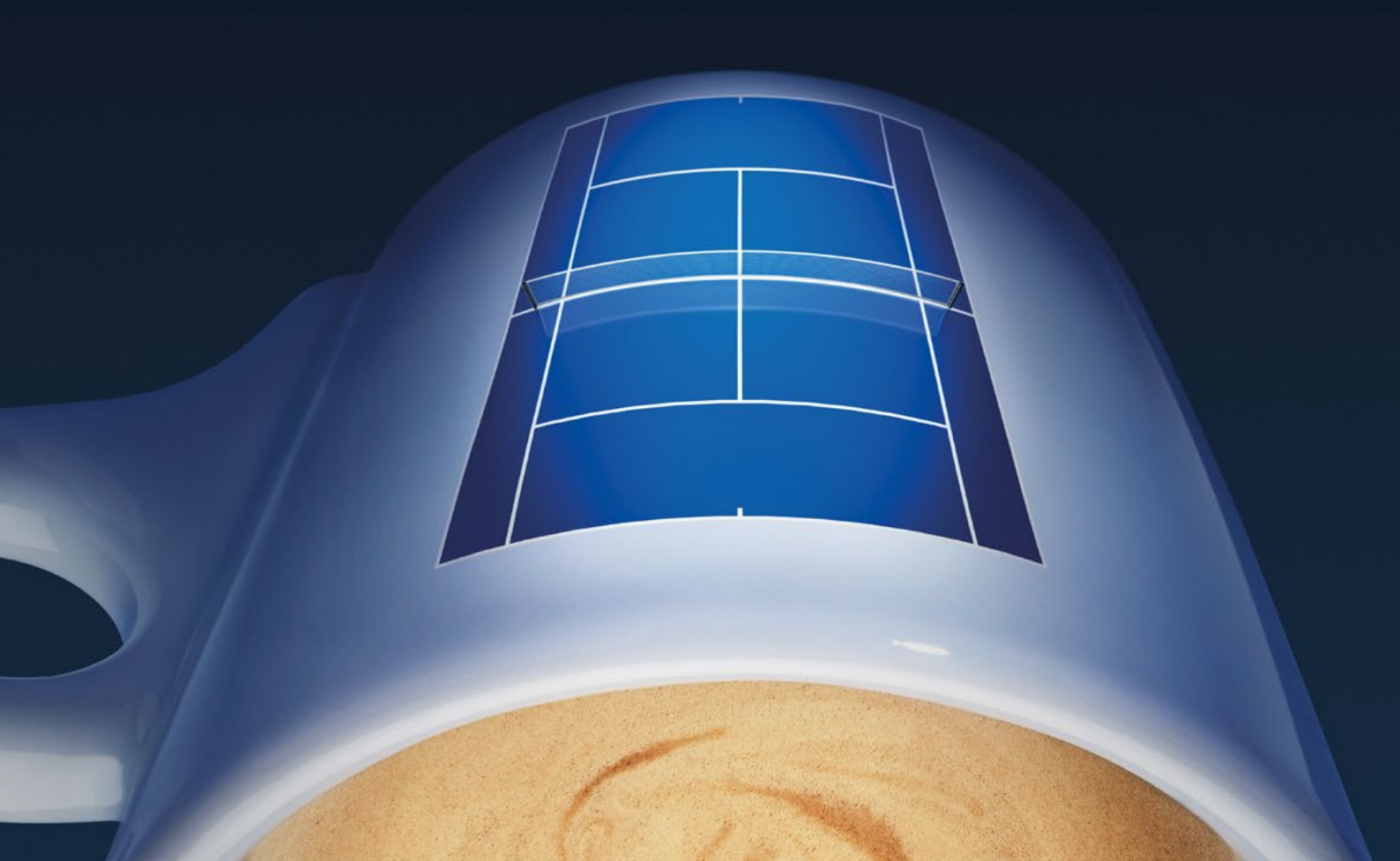


THE ITALIAN ESPRESSO PLAYS AT HOME



PRESS KIT

2022

LAVAZZA ESPRESSO IS BACK ON HOME TURF IN TURIN FOR THE NITTO ATP FINALS

Lavazza challenges the tennis enthusiasts at the Nitto ATP Finals to explore the rules of real Italian espresso, offering them a place where they can both learn and have fun: Turin, the birthplace of real Italian espresso, is **Espressoland**.

Turin, November 15, 2022 – Turin is transformed for the second year into the capital of international tennis by the **Nitto ATP Finals**. **Lavazza is supporting the event** once again this year and will remain Platinum Partner for the next three years until 2025, alongside national and local organizations and institutions.

Lavazza has special deep-rooted ties with the world of professional tennis, while playing an active role in the city and for the city, where the company was founded back in 1895 and still has its headquarters.

Lavazza's marriage with this sport began more than ten years ago in the temple of tennis - Wimbledon - and now includes all the Grand Slam tournaments, achieving some extraordinary results in this period: every year Lavazza reaches an audience of upwards of three million people, offering tennis fans an amazing taste experience by serving more than 10 million cups of coffee over the years.

"We're proud to be at the ATP Finals again this year and have collaborated from the outset with the authorities and the other stakeholders to organize the event, while carrying on from where we left off last year, we've worked to enrich the event with direct initiatives in the city that add value to the visitor experience. Turin will benefit from the visibility generated by this great event and our aim is to continue to bring alive the culture of real Italian espresso coffee for tennis fans. A perfect marriage" - said **Marco Lavazza, Lavazza Group Vice President and member of the Nitto ATP Finals Honours Committee.**



ESPRESSOLAND

During Nitto ATP Finals week, in the Fan Village next to the Pala Alpitour, Lavazza presents **Espressoland**, a recreational area offering an immersive experience to discover the rules of real Italian

espresso coffee. The interactive, dynamic game uses the metaphor of tennis to explain the rules of real Italian espresso in six steps. A digital version of the game is also available on the website <https://espressoland.concorsi.lavazza.it/>. With Espressoland, Lavazza aims to transform every tennis fan into a fan of real Italian espresso.

Espressoland offers an entertainment and analysis path that interactively reveals the secrets to tasting **perfect coffeehouse-quality espresso at home**, thanks to the **Lavazza A Modo Mio** system and **Barista Technology**.

And who other than tennis champion and **Lavazza Ambassador Jannik Sinner** could be **Espressoland's "number one fan"**? With a story told in a mixture of photos and videos, the champion invites his fans to enjoy the Espressoland experience.

This year, with Espressoland in the Nitto ATP Finals Fan Village and through digital activation, we want to encourage tennis fans, but also the curious and coffee lovers, to learn the basics for enjoying real Italian espresso at home. Espressoland also offers visitors the chance to get a first taste of **espresso made with the new Lavazza A Modo Mio Tiny Eco¹, the first Lavazza coffee machine partly made with recycled plastic and iTierra! Bio-Organic compostable capsules²**, a combination of sustainable products and an example of Lavazza's ongoing research to innovate in a sustainable way.

A number of years ago, Lavazza embarked on an innovation path that aims to leverage research and development into new technologies and tools to drive the continuous improvement and optimization of all its products, in terms of sustainability, quality, safety and excellence.

SUSTAINABILITY COMES INTO PLAY

Within the framework of Lavazza Group's innovation policy, environmental sustainability plays a fundamental role in guiding the development of processes and products that reduce environmental impact and produce long-term positive effects in line with the Sustainable Development Goals of the UN, and in particular Goal 12 - Responsible consumption and production - and Goal 13 - Climate action.

A study on circularity levels carried out by GS1 in partnership with Scuola Superiore Sant'Anna in Pisa using the CircolUP method³ confirms the virtuous approach adopted by Lavazza,

1 Percentage of recycled plastic by colour: black (61.6%); white (57.2%); red, antique pink and green (52.8%).

2 Compostable capsules certified by TÜV AUSTRIA for industrial composting according to standard EN 13432:2000. See pack for disposal instructions.

3 Circol-UP is a tool for measuring the level of circularity of companies working in the Home & Personal Care, Food & Beverage and Retail industries. Developed by GS1 Italy in partnership with Scuola Superiore Sant'Anna in Pisa, it analyses the gap with respect to an ideal situation of 100% application of circular economy principles and attempts to determine the effective circularity of the company's business model, procurement choices, product distribution strategies, etc. There are four levels of performance in ascending order: beginner, concerned, proactive and circular.

which has embarked on a development path based on good awareness of the role played by the circular economy in its organization and as a lever for environmentally friendly economic development. The study demonstrates how medium-term strategy and vision are developed with the involvement of a network of ongoing partnerships that contribute to the identification of innovative solutions.

The partnership with the **Nitto ATP Finals** is no exception and further testifies to Lavazza's commitment to putting the principles of the circular economy into practice. To mark the Turin event, the company has set up a tennis court in La Centrale Nuvola Lavazza made from coffee sent for disposal. The material used for the court will subsequently be recovered and recycled thanks to the collaboration with Spazio Meta, a Milan-based start-up with a mission to limit waste by providing incentives for creative recycling.

The tennis court made from waste coffee will also be the focus of a **charity initiative organized by the Lavazza Foundation, in partnership with the Nitto ATP Finals and FIT, to raise funds for Save the Children**, the international organization that has been working for over a century to save children at risk and give them a future. As part of the project, last November 10 at the Dinner Show held in La Centrale Nuvola Lavazza, the players in the Nitto ATP Finals each signed a section of the court; these signed lots will be sold at auction **from November 14 to 30 on the CharityStars platform** (link to campaign: www.charitystars.com/lavazzaxsavethechildren). Thanks to the Lavazza Foundation's over twenty-year partnership with Save The Children, the proceeds will go to the Organization's "Digital Connections" project. The company will focus its efforts on supporting students at schools in Turin's Aurora district, where Lavazza Group has had its headquarters since 2018.



Lavazza Group

Lavazza, founded in Turin in 1895, has been owned by the Lavazza family for four generations. Today the Group is one of the leading players on the global coffee scene, with turnover of over € 2.3 billion and a portfolio of top brands that lead their respective markets, such as Lavazza, Carte Noire, Merrild and Kicking Horse. It is active in all business sectors and has operations in 140 markets, with 9 manufacturing plants in 6 countries and over 4,200 collaborators all over the world. The Group's global presence is the result of over 125 years of growth and the more than 30 billion cups of Lavazza coffee produced every year are a testament to a remarkable success story, with the goal of continuing to offer the best coffee possible, in all forms, by focusing on every aspect of the supply chain, from the selection of the raw material to the product in the cup.

Lavazza Group has revolutionised coffee culture by investing continuously in research and development: from the intuition that marked the company's earliest success - the coffee blend - to the development of innovative packaging solutions; from the first espresso sipped in Space to the dozens of industrial patents. The ability to be ahead of the times is also reflected in the focus on sustainability - economic, social and environmental - which has always been a benchmark for guiding corporate strategies. "Awakening a better world every morning" is the corporate purpose of Lavazza Group, with the aim of creating sustainable value for shareholders, collaborators, consumers and the communities in which it operates, combining competitiveness with social and environmental responsibility.



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Circular economy - Lavazza

Lavazza has been identified as a particularly virtuous and innovative company in its application of the principles of the circular economy, based on an analysis performed using Circol-UP¹, the circularity level check-up tool developed by GS1 Italy in partnership with Scuola Superiore Sant'Anna in Pisa.

The experts noted that "Lavazza has embarked on a development path towards structured circularity based on good awareness of the role of the circular economy in its organization as a driver of environmentally friendly economic development. These circularity actions, also developed through a network of collaborations, are not initiatives for their own sake but solutions, often innovative, supported by a clearly structured strategy and medium/long-term vision".

Its circular economy principles were found to be fairly well integrated, ranking the company among virtuous enterprises and rated at the second highest level of performance ("Proactivist"², with a score of 64%).

The study showed that the phases in which the Group's Italian production facilities achieve their best circularity performance are product design, production and use/consumption, with a rating of over 80%, which already puts them almost at the level of full adoption of circularity principles.

¹ Circol-UP is a tool for measuring the level of circularity of companies working in the Home & Personal Care, Food & Beverage and Retail industries. Developed by GS1 Italy in partnership with Scuola Superiore Sant'Anna in Pisa, it analyses the gap with respect to an ideal situation of 100% application of circular economy principles and attempts to determine the effective circularity of the company's business model, procurement choices, product distribution strategies, etc. There are four levels of performance in ascending order: beginner, concerned, proactive and circular.

² Circularity measurements refer to Luigi Lavazza S.p.A. Italian production sites in Pozzilli, Gattinara and Turin.



Nitto ATP Finals and Lavazza Foundation for Save the Children

At the 2022 Nitto ATP Finals Dinner Show held at La Centrale Nuvola Lavazza on November 10, tournament Platinum Partner Lavazza revealed a rather special tennis court made from coffee powder, recovering and giving new life to coffee sent for disposal: the first tennis court on which sustainability takes to the field alongside the players.

This extraordinary stage hosted the presentation of the two rounds of finalists (singles and doubles) in the Nitto ATP Finals. Each player signed a section of the court and these 16 autographed lots will be auctioned between November 14 and 30 on the CharityStars platform (www.charitystars.com/lavazzasavethechildren).

The proceeds from the sale will go to the non-profit Giuseppe e Pericle Lavazza Foundation, which has been promoting and managing economic, social and environmental sustainability projects since 2004 for the benefit of coffee producing communities all over the world, as well as supporting communities where Lavazza itself operates.

With this particular initiative, the Foundation is supporting Save the Children, the international organization that has been working for over a century to save children at risk and give them a future. The proceeds will go to the organization's wider reaching "Digital Connections" project, which addresses digital education poverty in upper secondary schools. The project will work with students at schools in Turin's Aurora district, where the company has its headquarters.

Economic and social inequality and disparity between local areas affect people from the earliest stages of life. This situation is not only due to families' economic condition but also reflects a lack of public resources for children of all ages in the environment in which they live. Having access to digital devices at school is vitally important, as it enables students to build themselves new opportunities for the future. The project's beneficiaries, apart from the students themselves, will include their families and the communities they belong to.

